

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY INC.

AD# BCK241-D1 REQ# M22722 "FULL FIELD PACK" - PAGE 4/C (5-5/8 X 7-3/4) T.V. GUIDE, 1991

Printed in U.S.A.

# FULL FIELD PACK



Full rich flavor,  
not full price.

Available in Kings & King Lights

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SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

MSRP: suggested retail price

Kings Lights 11 mg "tar"  
0.7 mg nicotine—Kings 14 mg  
"tar," 1.0 mg nicotine av.  
per cigarette by FTC method.



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